

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A sleeve assembly for holding a digital media disk, the sleeve assembly comprising:

a multipanel sleeve member including:

(i) a first panel having an outer edge and an inner edge, the first panel having a pocket member defining a pocket that is closed on three sides and open toward the inner edge of the first panel;

(ii) a second panel having a first inner edge hingedly connected to the first panel inner edge and an oppositely disposed second inner edge, the second panel further having a first retaining member; and

(iii) a third panel having an inner edge hingedly connected to the second inner edge of the second panel and an outer edge, the third panel further having a viewing aperture therethrough, and a second retaining member; and

a placard removably retained by the first and second retaining members such that a portion of the placard is visible through the viewing aperture, the placard further having identifying indicia on the portion of the placard visible through the viewing aperture;

wherein the pocket is adapted to slidably receive a digital media disk.

2. The sleeve assembly of Claim 1, further comprising a spine aperture that straddles the second panel and the third panel, and wherein the placard includes a second identifying indicia that is positioned to be visible through the spine aperture.

3. The sleeve assembly of Claim 2, wherein the viewing aperture is circular.

4. The sleeve assembly of Claim 2, wherein the sleeve member is made from a single die-cut paperboard blank.

5. The sleeve assembly of Claim 4, wherein the hinged connection between the second panel and the third panel is formed by two closely spaced parallel folds.

6. The sleeve assembly of Claim 4, wherein the first panel pocket member further comprises an edge cutout that is sized and positioned to expose a center aperture in the received digital media disk.

7. The sleeve assembly of Claim 4, wherein the placard further comprises a third identifying indicia printed on a front side of the placard.

8. The sleeve assembly of Claim 4, wherein the sleeve assembly is adapted to retain a compact disk having musical content, and wherein the third identifying indicia printed on the placard is a playlist identifying the musical content.

9. The sleeve assembly of Claim 4, wherein the sleeve member is free of any markings particular to the received digital media disk.

10. The sleeve assembly of Claim 4, wherein the placard is sized to substantially cover a top surface of the second and third panels of the sleeve member.

11. A sleeve assembly for holding a compact disk, the sleeve assembly comprising:

a tri-fold sleeve member having a middle panel hingedly attached to oppositely disposed first and second end panels, wherein the first end panel and the middle panel each includes retaining members, and the second end panel includes a pocket member defining a pocket, at least one of the first end panel and the middle panel having a viewing aperture therethrough; and

a placard having a plurality of identifying indicia printed thereon, the placard being removably retained by the retaining members such that the placard overlies the first end panel and the middle panel, and wherein at least a portion of the plurality of identifying indicia printed on the placard is visible through the viewing aperture;

wherein the pocket is adapted to slidably receive a compact disk.

12. The sleeve assembly of Claim 11 further comprising a spine aperture that straddles the first end panel and the middle panel, and wherein at least a portion of the identifying indicia printed on the placard is positioned to be visible through the spine aperture.

13. The sleeve assembly of Claim 12, wherein the viewing aperture is circular.
14. The sleeve assembly of Claim 12, wherein the sleeve member is made from a single die-cut paperboard blank.
15. The sleeve assembly of Claim 14, wherein the hinged connection between the first end panel and the middle panel is formed by two closely spaced parallel folds.
16. The sleeve assembly of Claim 14, wherein the second end panel pocket member further comprises an edge cutout that is sized and positioned to expose a center aperture in the received compact disk.
17. The sleeve assembly of Claim 14, wherein the placard further comprises additional identifying indicia printed on a front side of the placard.
18. The sleeve assembly of Claim 14, wherein the compact disk has musical content, and wherein the additional identifying indicia printed on the placard is a playlist identifying the musical content.
19. The sleeve assembly of Claim 14, wherein the sleeve member is free of any markings particular to the received compact disk.
20. The sleeve assembly of Claim 14, wherein the placard is sized to substantially cover a top surface of the first end panel and the middle panel of the sleeve member.